

IAA today

The daily Newspaper
at IAA Transportation
in Hannover
20. - 25.09.2022
with 6 Editions



Print Run
20,000 Copies –
distributed at the show

ETMverlag

VDA | Verband der
Automobilindustrie

Media Information 2022



IAA today presents major cars, products and services at the fair and consequently displays the innovative power and efficiency of the commercial vehicle industry.

Each edition introduces clever solutions for today's challenges as well as fascinating insights for the future of freight transport.

Industry professionals obtain daily updated information on 16 pages (4 pages in English) on the highest level with IAA today. Readers see daily highlights at a glance, including times and reference to site plans.

With 6 issues IAA today offers ideal chances for exhibitors to maintain market overviews and presentation space. In addition, important feedback by target groups can be obtained because fair visitors have their say.

An additional preview edition in trans aktuell will ensure the focus on the fair and gives insights on fair stands, which are particularly worth visiting.



Bert Brandenburg
Project director
IAA today

Format:	315 x 468 mm
Closing Date:	22. 07. 2022
Copy Date:	02. 09. 2022
Publication Date:	daily from 20 - 25 September, 2022
Print Run:	20.000 Exemplare



Formats and Prices – Newspaper formats

Formats		width x height (in mm)	in Euro	4c/bw
1/1 page	–	288 x 420		12,980.00
1/2 page	vertical	137 x 420		6,720.00
	horizontal	288 x 210		
1/3 page	vertical	90 x 420		4,760.00
	horizontal	288 x 135		

Formats and Prices – Magazine format

Formats		Width x Height (in mm)	in Euro	4c/bw
1/1 page	–	185 x 248		7.180,-
1/2 page	vertical	90 x 248		4.960,-
	horizontal	185 x 122		
1/3 page	vertical	90 x 185		3.620,-
	horizontal	185 x 80		
1/4 page	vertical	43 x 248		3.150,-
	2 columns	90 x 122		
	horizontal	185 x 60		
island ad		54 x 47		600,-

Discounts

2 ads	5 %
4 ads	10 %
6 ads	15 %

Special formats and special positioning upon request.

For confirmed positioning an additional 20% will be charged.



Norbert Blucke

Sales

Media Advice, Offers and Orders,
Printing Material

EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
Handwerkstraße 15, 70565 Stuttgart,
Germany

Norbert Blucke
Phone +49. 711. 7 84 98-94
E-Mail norbert.blucke@etm.de
Internet www.eurotransport.de

Ad Management

Via Motor Presse Stuttgart:
Confirmations, Invoices
Motor Presse Stuttgart GmbH & Co.KG
Leuschnerstraße 1, 70174 Stuttgart,
Germany

Julia Ruprecht
Phone +49. 711. 1 82-15 48
E-Mail jruprecht@motorpresse.de

Internet www.motorpresse.de

ETMverlag

EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
Das Gemeinschaftsunternehmen von DEKRA,
Motor Presse Stuttgart
und VF Verlagsgesellschaft